



The Media Studies Conference

Wednesday 1st – Friday 3rd July 2009
BFI Southbank, London

PROGRAMME

Wednesday 1st July 2009

9.00	Registration from 9.00am onwards Refreshments available in the BFI Foyer, Southbank	BFI Southbank
10.15	Examiners' Surgeries: AQA (Stephen Kruger) WJEC Film (Jeremy Points and Stephanie Muir) WJEC Media (Barbara Connell) OCR (Jason Mazzocchi)	Project Space Large Meeting Room Learning Space 2 Learning Space 1
11.30	Welcome and Introduction	NFT 1
11.45	Plenary Presentation: Paying Attention (Anthony Lilley, Chief Creative Officer and CEO, Magic Lantern) Chair: Mark Reid, Head of BFI Education	NFT 1
12.45	Lunch	
1.45	Session A Workshops: How Post-modernism can Improve your Life (Matthew Hall) New Media Practical Production (Andy Jones and Tom Wichelow) Contemporary Media Regulation (Jason Mazzocchi) From <i>Holby City</i> to <i>Moses Jones</i> : Exploring Representation through TV Drama (Sarah Miji) Narrative: Media Forms and Teaching Methodologies (Rob Miller) Strand Four: ugc@thebbc: Audience Revolution or Business as Usual (Claire Wardle) Chair: Wendy Earle, Online Education Manager, BFI Inside Celebrity (Mark Borkowski) Chair: Michelle White, Business & Community Development Manager, BFI Inside British TV Drama (Gub Neal) Chair: Mark Duguid, Senior Curator (Archive Online), BFI National Archive Inside Independent Exhibition (Robert Kenny) Chair: Gemma Starkey, Education Officer, InView, JISC Project, BFI	King's 1.16 Learning Space 2 King's 1.60 King's 1.62 King's 1.67 King's 1.71 King's 1.13 King's 1.17 King's 1.70
3.30	Tea	BFI Foyer
4.00	Session B Workshops: How Post-modernism can Improve your Life (Matthew Hall) New Media Practical Production (Andy Jones and Tom Wichelow) Contemporary Media Regulation (Jason Mazzocchi) Teaching the new AQA A2 Media Studies Specification (Adam Ranson) From <i>Holby City</i> to <i>Moses Jones</i> : Exploring Representation through TV Drama (Sarah Miji) Strand Four: Worst Case Scenario: the Mediated Representation of 'Terror' and Dissent (Stuart Price) Chair: Susie Walker, Education Events Coordinator, BFI Inside Digital Delivery (Nicholas Wheeler) Chair: Michael Brooke, Curator (Screenonline), BFI National Archive Inside Documentary Film-making (Marc Isaacs) Chair: David Somerset, Education Curator, Adult Community, BFI	King's 1.16 Learning Space 2 King's 1.60 King's 1.67 King's 1.62 King's 1.70 King's 1.17 King's 1.13
5.45	Reception	Atrium

Thursday 2nd July 2009

8.30	Registration	BFI Foyer
9.30	Session C	
	Workshops:	
	Creating a Cross Media Case Study using <i>Doctor Who</i> (Jeremy Orlebar)	King's 1.13
	The Fame Game – a Multi Media Approach to Celebrity Culture (Charlie Davies)	King's 1.16
	An Introduction to Gender Representation through Music Videos (Rebecca Ellis)	Learning Space 2
	Whose Truth? The Evolution of the Documentary (Eileen Lewis)	King's 1.17
	Narrative: Media Forms and Teaching Methodologies (Rob Miller)	King's 1.62
	Teaching the new AQA A2 Media Studies Specification (Adam Ranson)	King's 1.67
	Advertising in the Digital Age (Keith Roberts and Jilly Hafenrichter)	Learning Space 1
	British Cinema: Living with Crime (Allan Rowe)	King's 1.60
	Strand Four: Television as Digital Media (James Bennett)	King's 1.70
	Chair: Christophe Dupin, InView Curator, JISC Project, BFI	
	Inside Independent Film Marketing (Jezz Vernon)	King's 1.71
	Chair: Rosie Bradley, Film Partnerships Advisor, BFI	
	Inside Event Television (Ruth Wrigley)	Studio
	Chair: Marcus Prince, Television Programmer, BFI Southbank	
11.15	Coffee	BFI Foyer
11.45	BBFC - Resources for the classroom (Mark Piper and Lucy Brett)	Learning Space 2
	What can the English and Media Centre do for you? (Jenny Grahame)	Project Space
	UK Filmmet (Dom Foulsham)	Learning Space 1
	What course? Which student? A Panel of Higher Education Academics	Studio
	Richard Berger, Reader in Media & Education, The Centre of Excellence Media Practice, Bournemouth University	
	Paul Sutton, Principal Lecturer in Film, Roehampton University	
	Kishore Verma, Lecturer in Directing Screen Fiction, Media Arts Dept., Royal Holloway	
12.45	Lunch	
1.45	Session D	
	Workshops:	
	The Fame Game – a Multi Media Approach to Celebrity Culture (Charlie Davies)	King's 1.16
	An Introduction to Gender Representation through Music Videos (Rebecca Ellis)	Learning Space 2
	Whose Truth? The Evolution of the Documentary (Eileen Lewis)	King's 1.17
	The Magazine Industry (<i>Dee McGuinness</i>)	Large Meeting Room
	Creating a Cross Media Case Study using <i>Doctor Who</i> (Jeremy Orlebar)	King's 1.13
	Advertising in the Digital Age (Keith Roberts and Jilly Hafenrichter)	Learning Space 1
	British Cinema: Living with Crime (Allan Rowe)	King's 1.60
	Strand Four: New Modes of Interactive Television (Stephanie Marriott)	King's 1.62
	Chair: Lisa Kerrigan, Curator (Television), BFI National Archive	
	Strand Four: The Importance of the Television Personality to PSB: the Case of Jamie Oliver and Channel Four (Diane Charlesworth)	King's 1.67
	Chair: Christine James, Education Programmer, Schools & FE, BFI	
	Inside Low-Budget Film-making (Caroline Cooper Charles)	Studio
	Chair: Caren Willig, Curator, InView, JISC Project, BFI	
3.30	Tea	BFI Foyer
4.00	Plenary: The Impact of New Media on Old Media and what it means for your students (Patrick Barwise, Emeritus Professor of Management & Marketing, London Business School)	NFT 1
	Chair: Richard Paterson, Head of Strategic Development, BFI	
5.00	Close of day	

Friday 3rd July 2009

8.30	Registration	BFI Foyer
9.30	Session E Workshops: Iranian Cinema 1990 to the Present (Sarah Casey Benyahia) King's 1.13 Working Title Films (Wendy Helsby) King's 1.60 A Distribution Case Study: Bond v <i>Slumdog</i> (Mark Ramey) Learning Space 2 How are Piracy and the Internet Affecting the Film Industry? (Sophie Hill) Large Meeting Room From 'this sceptr'd isle' to <i>This is England: British Identity in Film</i> (Elaine Scarratt) King's 1.67 Urban Stories: Power, Poverty and Conflict (Viki Walden) King's 1.71 Strand Four: <i>Listen to Venezuela: Documentary, Text & Context</i> (D. O'Neill/M. Wayne) King's 1.17 Chair: Poppy Simpson, Archive Online Distribution Manager, BFI Strand Four: Horror Booms and What They Tell Us about Horror Movies (David Pirie) Studio Chair: James Donohue, Archive Online Technical Manager, BFI Inside Film & TV Trailers (Fraser Bensted) King's 1.16 Chair: Amy Howerska, Assistant Strategic Development, BFI	
11.15	Coffee	BFI Foyer
11.45	Session F Workshops: Iranian Cinema 1990 to the present (Sarah Casey Benyahia) King's 1.13 Working Title Films (Wendy Helsby) King's 1.60 Bollywood and Audience: Aspects of a National Cinema (Stephanie Muir) King's 1.62 A Distribution Case Study: Bond v <i>Slumdog</i> (Mark Ramey) Learning Space 2 How are Piracy and the Internet Affecting the Film Industry? (Sophie Hill) Large Meeting Room From 'this sceptr'd isle' to <i>This is England: British Identity in Film</i> (Elaine Scarratt) King's 1.67 Urban Stories: Power, Poverty and Conflict (Viki Walden) King's 1.71 Strand Four: The British 'Woman's Film' (Melanie Bell & Melanie Williams) King's 1.16 Chair: Nathalie Morris, Curator of Special Collection, BFI National Library Strand Four: Utilising Media Access (Greg Philo) King's 1.70 Chair: Wendy Earle, Online Education Manager, BFI Education Inside Film Marketing (Deborah Sheppard) Studio Chair: Jane Giles, Head of BFI Content	
1.30	Lunch	
2.15	Surprise Speaker	NFT 1
3.00	Surprise Screening	NFT 1
4.45	End of Conference	